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CONSUMER TIME

YOUR HOME...TOMORROW

NETWORK: NBC

DATE: December 15, 1945

ORIGIN: WRC

TIME: 12:15-12:30pm - EST

(Produced by the U. S. Department of Agriculture...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
5. FREYMAN: Why Johnny, what on earth is this all over the kitchen table?
6. JOHN: Watch out...don't touch anything, Mrs. Freyman! It's all very delicate material!
7. FREYMAN: Here you've got the table out in the middle of the room...all covered with pieces of wood...and what's that -- glass? And glue and cardboard! Are you building a model airplane or something?
8. JOHN: It's very simple, Mrs. Freyman. Remember last week we promised our CONSUMER TIME listeners we would tell all about "tomorrow's house?" The houses they'll be building in the future?
9. FREYMAN: Yes I do...but...
10. JOHN: Well, I found out all sorts of things about tomorrow's house, since last Saturday. And I just decided that the best way to tell this very fascinating story is to sort of plan a model house right here on the kitchen table!!!



11. FREYMAN: So you got together all the materials...
12. JOHN: ...And all my notes on the subject! And we'll begin as soon as you can get that amazed look off your face, and sit down and join me!
13. FREYMAN: Very well, Johnny! Where do we start?? With digging a cellar?
14. JOHN: Well, first I must say, Mrs. Freyman...that of course a lot of the things we're going to tell about...are simply a matter of opinion. I mean, they are just examples of what's being done...and what can be done in modern houses.
15. FREYMAN: In other words...If I don't like some of these new things .
16. JOHN: Just take 'em or leave 'em! We're simply telling what's new... Maybe they'll fit in with your plans, and maybe not!
17. FREYMAN: I see...
18. JOHN: Because when you get right down to it, a house is a very personal matter. The best kind of house, of course, is the kind that's just for you. It's planned, designed, and built to suit yours and your family's needs.
19. FREYMAN: And not only your needs, but your personality, isn't that it, Johnny?
20. JOHN: Sure...your way of living, I'd say. A modern house is individual ...because it is an expression of life as you live it. For instance...I like to be able to see out of a house...I like a good view! All right, so I'll design mine with big windows that give a wide vista.
21. FREYMAN: And I like plenty of storage space.
22. JOHN: So...in your new house, you will want to be sure to have built-in cupboards, deep closets, and concealed shelves...where you want them! Where they'll be most convenient.
23. FREYMAN: All right, Johnny...I think we understand now, about a modern house being a very individual matter.



24. JOHN: Coupled with good design, of course.
25. FREYMAN: And we started to talk about basements.
26. JOHN: Well now a lot of people who are planning tomorrow's house, are planning it without a basement. The furnace...whatever kind you have...would go into a utility room...Of course there are many, many houses which are built that way today.
27. FREYMAN: The new style is little furnaces, too, isn't it, Johnny? Sort of pocket editions?
28. JOHN: There have been much smaller heating units invented, Mrs. Freyman. And here's something that really intrigues me. Suppose we install it, just for fun, here in our little model house on the table.
29. FREYMAN: A kind of heating system?
30. JOHN: Sure. It's called a radiating floor. Instead of radiators, you heat the floor!
31. FREYMAN: Why Johnny how do you do that?
32. JOHN: Well look here...we'll let this piece of wood represent a concrete slab. We put that on the ground. Then under that we put coils of pipe...and the steam or hot water goes through the pipes, just as in your radiator.
33. FREYMAN: And that warms up the floor...and makes it a kind of radiator itself!
34. JOHN: Sure. Now this is supposed to make a very even kind of heat, and you don't get as many drafts. And of course it's all hidden: No radiators to see!
35. FREYMAN: You could let the baby play on the floor, too, because it's always warm...couldn't you!



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36. JOHN: Yes. Now the idea is that the floor radiates heat to the furniture, and to the walls, and to other things in your room... and these things in turn radiate warmth...The scientific principle is heat by radiation.
37. FREYMAN: And does it really work, Johnny??
38. JOHN: The system is actually in use, in some houses. But of course there are still problems to solve.
39. FREYMAN: But it's something new to think about...in a house of tomorrow!
40. JOHN: All right now Mrs. Freyman...Let's go on building this house. The trend seems to be one-story houses, nowadays...with rooms rambling all over with rooms to suit your needs, and your bank account of course. Also...the idea of more space inside, with fewer doors...except in rooms where you want privacy.
41. FREYMAN: And big windows, too, Johnny?
42. JOHN: Yes...Suppose we fix up our living room that way, with a large pane glass window. This is a model for just a little house, Mrs. Freyman...so it's even more important to give that feeling of space...and plenty of light. Now in our kitchen over here... even though this will be a small one, we must try to have a sort of spacious look about it.
43. FREYMAN: So...windows over the sink of course.
44. JOHN: And I think here, where we have a built-in cupboard...we'll put little narrow windows just above the table part, under the cupboard.
45. FREYMAN: That's a good idea.
46. JOHN: And how do you like this. Let's separate the kitchen and dining room with a sort of counter-affair...a waist-high partition in between.



47. FREYMAN: Then when the hostess has to be in the kitchen, she can be much more congenial with the guests at the table.
48. JOHN: And she won't miss any good stories! Then the counter can be used to put dishes on, and serve from.
49. FREYMAN: Of course a lot of people might not like this idea at all.
50. JOHN: But it's just a thought for tomorrow's house.
51. FREYMAN: Where your kitchen and dining room are more or less one room... the kitchen has to be exceptionally neat and pretty, doesn't it Johnny.
52. JOHN: Of course...But it will be, with things built in as much as possible, and quiet, efficient equipment. Say that reminds me of something.
53. FREYMAN: What's that.
54. JOHN: Well, one big manufacturer has announced that they are going to put into production a "mechanical core." A sort of one-piece do-everything job. Listen to what it will contain...A refrigerator, range, sink, washing machine and drier, hot water heater, kitchen-counter space, a forced air heating unit, plus storage space, and plumbing connections for an adjacent bath. How do you like that!
55. FREYMAN: All one unit, Johnny?
56. JOHN: That's what they say...compact...one piece...with built-in lighting, and designed to go through your front door.
57. FREYMAN: This hasn't been made yet, though, has it?
58. JOHN: They say they're going to start production soon. That's all we know! Now, to go on with our house...planners for tomorrow have had fun designing new kinds of bathrooms, Mrs. Freyman.

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59. FREYMAN: I've seen plans, Johnny, that divide the bathroom into partitions...so there's a private compartment for the tub... another for the washbasin, and for dressing, and so on... Shall we put that in our model?
60. JOHN: It seems like a good idea...all right. I saw those same plans,, and liked the idea of foot pedals to turn on the water, instead of spigots.
61. FREYMAN: If you can afford a set-up like that!
62. JOHN: Of course if we're going into luxuries, I'd kind of like a glass enclosed shower.
63. FREYMAN: I saw one in plexi-glass once...it was curved around, you know, like the cellophane boxes you get orchids in! Very fetching indeed!
64. JOHN: That's dream house stuff all right! But here's something maybe a little more possible...for folks like us, Mrs. Freyman! It's a window that's made like a venetian blind, only it doesn't pull up and down. The glass louvers are set in the frame, and you can adjust them open or closed, for any ventilation you want.
65. FREYMAN: A venetian blind window! Can you close it tightly enough to keep bad weather out?
66. JOHN: Sure you can.
67. FREYMAN: Now something else I was wondering about...Are we going to install an electronic device for taking the dust out of the air ...in our little model house?
68. JOHN: Well, there is such an invention...an electric air cleaner. And in tomorrow's house, it may be quite an everyday thing. There's another invention out that intrigues me. It's a smoke detector.



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interested in the work of the organization. They are  
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THE WORK OF THE ORGANIZATION

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63. FREYMAN: How would that work, Johnny?
70. JOHN: Well, it's an electric eye device that sounds off fire alarms, turns off blowers, and generally tells you the place is on fire...as soon as a little smoke gets in its eye!
71. FREYMAN: Let's put one of those in, of course, Johnny!
72. JOHN: Well, I think they're just used in industries now, Mrs. Freyman...but they may be adaptable to private homes...in time for our house of tomorrow!
73. FREYMAN: Now our little model house is pretty well set up, Johnny... I suppose we ought to put a Christmas tree in the living room.
74. JOHN: Oh...we've got something new for that, too. Fluorescent lights for the tree!
75. FREYMAN: Well, I certainly never heard of that!
76. JOHN: They're bulbs that look like the familiar light blown glass tree ornaments. But you flip a switch, and they glow into lovely fluorescent, pastel colors.
77. FREYMAN: That sounds good, Johnny! What else is new in lighting?
78. JOHN: They've got out a germicidal lamp...Guess you've heard about them. Turn it on -- and it's supposed to protect you...and the food you're cooking...from germs. Then...here's another thing. I saw recently where some architects were suggesting little built-in lights beside keyholes. Also safety lighting for stairs; concealed lights down near the steps...and even under hand rails...the way they have in movie houses.
79. FREYMAN: I've heard of something new, Johnny...it's "sound-conditioning" your house...Putting sound-proofing on the ceiling or walls, to cut down noise.
80. JOHN: Yes...when people plan their "tomorrow's house"...they should plan to take accoustics into consideration. Another thing...



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81. MAN: Just a minute, there...just a minute, you two!
82. JOHN: (DOUBTFULLY) Why hello...how are you...
83. FREYMAN: Hello, who are you?
84. MAN: I'm an expert. An expert on housing, price ceilings, the OPA, Reconversion, and the President's new housing policy. I've been watching you two build that model dreamhouse...
85. FREYMAN: Don't tell us it isn't possible...
86. MAN: You're calling it tomorrow's house, aren't you?
87. JOHN: Why yes.
88. MAN: Then that's all right...just so long as you realize that tomorrow won't come...well...just overnight!!
89. FREYMAN: Of course we know...that there is a shortage of building materials!
90. MAN: Indeed there is, Mrs. Freyman. It may be well along in 1947 before materials, manpower, and construction facilities will be as far along as has been hoped.
91. JOHN: What materials are particularly short right now.
92. MAN: Lumber is especially hard to get, because of the severe manpower shortage. Cast iron products will be scarce. That will mean some plumbing fixtures will be hard to get for some time.
93. JOHN: How about brick and tile?
94. MAN: That situation is a little easier; there was less of it needed for war purposes so there's more available. There should be enough cement, too. But most other basic items that go into building houses will be short for a good while yet.
95. FREYMAN: When do you think the manpower situation is going to get better on building materials?
96. MAN: Probably about next spring...it should begin to ease off.



97. FREYMAN: Now tell us about the President's new plan to relieve the housing shortage. That's going to help, isn't it?
98. MAN: It certainly should, Mrs. Freyman. There is in this country... an immediate need for millions of homes...But actually not more than half a million housing units can be built in 1946, no matter what steps the Government takes. However, this new plan will relieve the acute shortage, and will prevent further inflation in home prices.
99. JOHN: I heard that the price of lumber now comes close to being twice as much as it was in 1942.
100. MAN: That's true. Some kinds of lumber cost over twice as much.
101. FREYMAN: People who need houses...and who have the money...have been able to rush out and buy the first house they see...regardless of cost, and that makes prices go sky-high.
102. MAN: And not only that, Mrs. Freyman...but often these people who want a house at any cost, get loans to pay for it from irresponsible or speculative organizations...Then they soon find their homes are no longer theirs.
103. JOHN: And they have to go house-hunting all over again.
104. MAN: Exactly. Consumers too often buy more than they can afford. Well, these new plans to relieve the housing situation, as I say, should help. There will be priorities on building materials. Half of these materials will go to housing units costing \$10,000 or less.
105. FREYMAN: And veterans will be given preference in renting or in buying, the new houses.
106. MAN: Yes. And we now have a housing "expediter" in the Government, Mr. Wilson Wyatt. And his job will be to break all possible bottlenecks in building, so the country will get into full production as fast as possible.

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107. JOHN: Then Washington will probably fix price ceilings on old and new homes, isn't that right?
108. MAN: Yes. And of course that's to keep prices from skyrocketing any higher. Another thing that will be done...is to release Government-owned surplus housing units and building materials. These will be made available for civilians, and veterans will have preference.
109. FREYMAN: So it looks as though the housing situation will look up a little!
110. MAN: It should indeed. But of course, not until the country has several years of peak production, will the problem really be solved.
111. FREYMAN: And in the meantime...what about our little model "house of tomorrow?"
112. MAN: Why it's very wise to plan and decide what kind of house you want; what kind of gadgets; what kind of furniture and so on. Then when you can build...you'll be ready with your plan.
113. JOHN: Some people, of course, can build now. These people must remember to look for ceiling prices on materials...and pay no more.
114. MAN: Right. Now the people who are setting up new homes now...will find that there should be more lower-priced furniture on the market soon. That news comes from the OPA. Also, the prospects for household appliances look encouraging. The job of physical reconversion in these plants isn't such a tough one, and most of them should be changed over by the first of the year.
115. FREYMAN: How easy will it be to buy appliances, then?





116. MAN: Well...you'll find more and more on the market all the time. Actually, though it may be well into 1947 before you can walk in anywhere and get just the size and kind of any appliance you want.
117. JOHN: So in the meantime, Mrs. Freyman...we have a handsome little dream house here on the table...
118. FREYMAN: Well we'll just keep adding ideas and inventions as we hear about them, Johnny...and when that tomorrow gets here...this should be a most exciting house to live in!
119. JOHN: And so ends our CONSUMER TIME story...on your house tomorrow...
120. FREYMAN: And the current housing problems.
121. JOHN: Be with us next week...for our Holiday Edition of...
122. SOUND: CASH REGISTER
123. JOHN: CONSUMER TIME!
124. SOUND: CASH REGISTER...CLOSE DRAWER.
125. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.
- This is the National Broadcasting Company.

